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*Marketing Essentials Chapter
1*

marketing the activity, set
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processes for creating,
communicating, delivering,
and exchanging offerings
that have value for
customers, clients,
partners, and society at
large.

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Chapter 1 Vocabulary

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Chapter 1 Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at-large. Needs- State of felt deprivation Wants- The form human needs take as shaped by culture and individual personality

Chapter 1 - Marketing Essentials

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1 Chapter 1 marketing is all
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Concept Section 1.2 The

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Section 1.3 Fundamentals

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